**Action Plan**

6 week system

7 sections

Habits – engagement

Build a network that works for and with you

“People will remember how you made them feel”

6 week action plan

* Schedule
* Market info
* Potential clients – lead gen follow up
* Personal life
* Community
* Marketing/PR
* Dirty Dozen

**Market knowledge**

30,000 foot view - Trends aware of opportunities

2,000 foot view - State

Local view - Street – board

Perception is reality - You

**To know**

Sales ratio

Sell through rate

Average days on market

Sales price

# double ended

Expired/withdrawn

**Community**

* What can you get involved in?
* Be where your consumer is
* How can you add value?

Every contact – past – present

**Dirty dozen**

* Google them
* Friend on FaceBook
* LinkedIn
* Google alerts
* Socialmention.com
* Database
* Folder – file – collect
* What is important to them?
* Keep track
* Follow up

Marketing – push vs pull

**Deliberate intent**

* Brand yourself
* Email
* Video – bombBomb, eyejot, oovoo
* Database – update weekly
* Social media
* Text
* Personal notes
* Thank you notes
* Recognize people doing something good
* Personalize

**PR**

What’s newsworthy?

* Bring photo & bio to local editors
* Editors on and offline
* Twitter – follow a few

Writing about your industry

Even better, your specialty

* Be a resource
	+ Senior center
	+ Condo association
	+ Waterfront changes
* Survey
* Reviews

**Your speciality**

* Luxury
* Investor
* New construction
* First time homebuyer
* International
* Senior
* Commercial
* Condo
* Waterfront

**Get reviews**

Be where your consumer is

* Educate yourself
* Dirty dozen
* Courses
* Books
* Write about it
* Teach
* Articles
* Others doing it right

**Leadership rules**

* Perception is reality
* Develop everyone
* Catch people doing something good
* Share ways to help others improve
* Be mindful
* Connect people
* Leverage everything
* Thank everyone
* Profit is not a dirty word
* Connect with others doing it right
* Have a compound interest in people

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